

### III. Speakers' Bureau

#### ETS

Summary: Design speakers program for placement of identified spokesperson in local markets designed to attract press attention.

#### Status:

- o Continuing identification of credible spokespersons through media content analysis.
- o Continuing monitoring of potential opportunities speakers. E.g., there are a number of conferences that may provide a forum for individuals, groups or coalitions, and also may identify experts.

#### FET

Summary: Design a 50-state speakers program and place identified spokespersons in local markets designed to attract some press attention.

#### Status:

- o Speakers bureau to be instituted after announcement day w/preliminary work being done now.
- o Draft materials prepared and speaker identification process continuing.
- o Once have identified organizations willing to take a public stand on issue, can use individuals in organizations as core of speakers bureau.

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